



Creating Policy, Systems, Environmental Change: Shasta County Success Story and Lessons Learned

Community Joins Together For the Safety and Health of its Children

Intervention Summary

In 2012, the Pit River Tribe and community of Burney, located in Eastern Shasta County, developed a Bicycle and Walkway Plan. The plan established a long-term vision for biking and walking infrastructure with the ultimate goal of improving safe routes to schools and increasing the number of people in Burney who bike and walk. In January 2014, Active Transportation Program (ATP) Guidelines were introduced to a small group of parent advocates who identified the program goals were surprisingly aligned with the Burney Community Plan and next step goals: to increase the proportion of trips accomplished by biking and walking, increase the safety and mobility of non-motorized users, and to enhance public health, including reduction of childhood obesity through the use of programs including Safe Routes to School (SRTS). This was a perfect fit. A Burney Elementary School (BES) PTA member and Healthy Lifestyles Coordinator along with Shasta County Public Health staff decided support was needed in exploring the possibilities of pursuing the ATP funding source. We met with the Pit River Tribal Administrator and the Caltrans Native American Liaison to learn about the tribe's plans and level of support. We also met with the Burney Elementary School PTA, Principal, and Superintendent to leverage more community support.

On April 10, 2014, a 5th grade boy was struck and killed on Highway 299 E. This tragic event left the entire community traumatized and on April 13th, the Healthy Lifestyles Coordinator wrote a letter urging the community "to join together to ensure the future safety of our children." On April 28, 2014, an Active Transportation Coordination meeting was conducted to define roles and responsibilities of stakeholders. Public Works accepted the responsibility of pursuing ATP Safe Routes to School funding surrounding the Burney area schools.

As of August 2015, Public Works began working on one of the projects outlined in the Burney plan, and they realized that the plan was outdated and did not reflect the actual

costs of the outlined projects. Moving forward Public Works will pursue more planning money to formulate the cost of the SRTS project #1 mapped out in the plan, so that they will have an accurate idea of the cost when pursuing the ATP grant. As of September 2015, a crosswalk on Highway 299 E has been enhanced, making it more visible (pictured above). This year (2015), we have also gained a new partner, the Burney-Fall River Bicycle Association whose mission is to identify and promote bicycle routes and events. The community will continue to be the driving force behind the implementation of the plan.

Description of Barriers Encountered and Identified or Proposed Solutions

Barriers and planned solutions included:

- Learning how to strategically approach stakeholders in order to earn their buy-in because if any of the key players said 'no' our project would be over. This barrier was overcome by allowing the community to be the driving force to accomplish tasks and having the support of the Shasta County Board of Supervisors.
- Getting the key stakeholders to come together and identify each entity's level of support, roles, and responsibilities was challenging. An unfortunate community crisis pulled everyone together and catalyzed action.
- Balancing the feelings of passionate community members with being objective and not pointing fingers at any one entity when identifying issues to improve safe routes to schools was challenging. Open dialogue and the willingness to take action that occurred between stakeholders and community members helped to encourage everyone to be more objective.

Future Directions/Sustainable Success

These goals will be achieved with continued community support and collaboration with key stakeholders.

The short-term goal includes:

- Maintaining the buy-in from key stakeholders such as the Shasta County Department of Public Works, Pit River Tribe, Fall River Joint Unified School District, Shasta County Public Health, Burney Elementary School PTA, Caltrans, Healthy Shasta, and Burney residents to move the Safe Routes to School Project forward.
- Providing support to Public Works as they pursue additional planning money to update the current plan.
- Continuing to work with our partners on planning events that promote walking and biking to school and provide pedestrian/bicycle safety education.

The long term goal includes:

- Using this long-term community vision to improve safe routes to schools and increase the number of people in Burney who bike and walk.

Contact information about this Narrative

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